

WHAT IS CLAIMED IS:

B1 Sub A1

1. A method of providing tooth whitening services to a plurality of clients, comprising:
(a) providing at least one dental professional and at least two tooth whitening stations for each dental professional;
(b) administering a tooth whitening method simultaneously to more than one client at a time, wherein a single dental professional simultaneously administers tooth whitening to more than one client at a time.

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2. A method according to claim 1, wherein before step (b), the method comprises evaluating clients.

3. A method according to claim 2, wherein clients are evaluated at a location physically removed from the tooth whitening stations.

4. A method according to claim 2, wherein the step of evaluating comprises examining clients to determine their suitability for undergoing tooth whitening.

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5. A method according to claim 4, wherein the step of evaluating the client further comprises:
comparing shades in a shade guide to the shade of the client's teeth, and choosing a desired shade as a goal for treatment.

6. A method according to claim 3, further comprising servicing walk-in clients by having the walk-in clients review information about the method of tooth whitening at the tooth whitening center before step (b).

Sub A3

7. A method according to claim 1, wherein preceding step (b) the method further comprises priming teeth of the clients.

8. A method according to claim 7, wherein the step of priming the teeth of the clients comprises brushing the teeth of each of the clients with a prewhitening dentifrice.

9. A method according to claim 1, wherein step (b) comprises applying a whitening gel and applying light simultaneously to all cosmetically visible teeth of the clients.

10. A method according to claim 1, wherein administering tooth whitening comprises from about two to about five whitening cycles of applying a whitening gel to the cosmetically visible teeth of each of the clients, applying light simultaneously to the cosmetically visible teeth of each of the clients for a period of time, and removing excess whitening gel.

11. A method according to claim 10, wherein administering tooth whitening comprises three whitening cycles of applying a whitening gel to the cosmetically visible teeth of each of the clients, applying light simultaneously to the cosmetically visible teeth of each of the clients for a period of time, and removing excess whitening gel.

12. A method according to claim 10, wherein the period of time is about twenty minutes.

13. A method according to claim 11, wherein the period of time is about twenty minutes.

14. A method according to claim 1, further comprising, preceding step (b), isolating teeth of each client from gingival tissue.

15. A method according to claim 14, wherein isolating clients teeth comprises applying a suitable isolation material.

16. A method according to claim 5, further comprising, after step (b);

comparing the shade of teeth to the desired shade on a shade guide, and thus determining whether the desired shade has been obtained.

17. A method according to claim 10, wherein the whitening gel comprises from about 1% to about 15% hydrogen peroxide.

18. A method according to claim 10, wherein the whitening gel comprises from about 1% to about 15% hydrogen peroxide.

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19. A method according to claim 1, wherein whitening services comprises substantially whitening the cosmetically visible teeth of a plurality of clients.

20. A method according to claim 19, wherein clients' teeth are substantially whitened in less than about two hours.

21. A method according to claim 19, wherein clients' teeth are substantially whitened in less than about ninety minutes.

22. A method according to claim 19, wherein clients' teeth are substantially whitened in less than about sixty minutes.

23. A method according to claim 1, wherein a whitening productivity coefficient of greater than about 32 is obtained.

24. A method according to claim 1, wherein a whitening productivity coefficient of greater than about 96 is obtained.

25. A method according to claim 1, wherein a whitening productivity coefficient of greater than about 192 is obtained.

26. A method according to claim 3, wherein evaluating clients is done in an examination chair.

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27. A method according to claim 9, wherein the prewhitening dentifrice has organoleptic properties designed to be pleasing to a client.

28. A method according to claim 10, wherein the whitening gel has organoleptic properties designed to be pleasing to a client.

29. A method according to claim 15, wherein the isolation material has organoleptic properties designed to be pleasing to a client.

30. A method of intraprocedure brand imprinting at a tooth whitening center, comprising:

- (a) exposing the client during tooth whitening to a first composition, device or product that can be easily identified and remembered by the client when the procedure is finished;
- (b) exposing the same client to a purchase opportunity, the purchase opportunity comprising at least one second composition, device or product that is reminiscent of the first composition, device or product that the client was exposed to during the image enhancement procedure, and
- (c) allowing the same client to purchase the second composition, device or product prior to exiting the image enhancement facility.

31. A method according to claim 30, wherein the first composition, device or product are selected from the group consisting of prewhitening dentifrice, whitening gel, and isolation materials.

32. A center for providing tooth whitening services to a plurality of clients comprising a tooth whitening service module.

33. A center according to claim 32, further comprising a reception area.

34. A center according to claim 33, further comprising providing image enhancing services selected from the group consisting of nail care, hair care and spa facilities.

35. A method of market development, comprising:
providing a network of satellite centers, associate centers, and master tooth whitening centers;
monitoring the profitability of each type of center to determine whether more or less centers of each type are needed in an area, and
meeting the changing needs for whitening services in a geographical area by providing more or less of each type of center.

36. A method according to claim 35, further comprising recruiting dentists from private practice and training dentists from private practice to run centers and establish standards.

37. A method according to claim 35, further comprising training tooth whitening personnel at the master tooth whitening centers.

38. A method according to claim 35, wherein the network of tooth whitening centers forms a consistent service brand.

39. A network according to claim 3, wherein the associate centers and satellite centers are located on cruise ships, military and governmental facilities, destination resorts, malls, spas, and health and exercise clubs.

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